

Message Text

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17

ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 AF-06 ARA-10 EA-10 NEA-10

IO-10 /096 W

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R 221652Z MAY 75

FM AMEMBASSY PARIS

TO AMEMBASSY ANKARA

AMEMBASSY ATHENS

AMEMBASSY BEIRUT

AMEMBASSY BELGRADE

AMEMBASSY BERN

AMEMBASSY BONN

AMEMBASSY BRUSSELS

AMEMBASSY CAIRO

AMEMBASSY COPENHAGEN

AMEMBASSY DUBLIN

AMEMBASSY HELSINKI

AMEMBASSY JIDDA

AMEMBASSY KUWAIT

AMEMBASSY LONDON

AMEMBASSY MADRID

AMEMBASSY OSLO

AMEMBASSY RABAT

AMEMBASSY ROME

AMEMBASSY STOCKHOLM

AMEMBASSY TEHRAN

AMEMBASSY TEL AVIV

AMEMBASSY THE HAGUE

AMEMBASSY TUNIS

AMEMBASSY VIENNA

INFO USDOC WASHDC

SECSTATE WASHDC 9674

UNCLAS PARIS 13044

FOR COMMERCIAL OFFICER

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USDOC FOR BELDEN/FIELD/RUFFNER

E.O. 11652:N/A

TAGS: BEXP, EAIR, FR

SUBJ: PARIS AIR SHOW, MAY 30 - JUNE 8, 1975

REF: 1) STATE A-1856, 3/18/75; 2) PARIS OM 4/25/75

1. REF 1 REQUESTED POSTS ASSISTANCE IN PUBLICIZING THE PAS TO ENCOURAGE ATTENDANCE BY KEY OFFICIALS OF INDUSTRY, GOVERNMENT AND MILITARY AT THE US PAVILION, PAS. ANNOUNCEMENT MAILING EFFECTED APRIL 17 HAS RESULTED THUS FAR IN APPROXIMATELY FIVE PERCENT RETURN FROM 18 OF THE 25 COUNTRIES IN THE MARKETING AREA.

2. REF 2 REQUESTED POSTS TO ASSIST IN IDENTIFYING KEY FIRMS INTERESTED IN BECOMING AGENTS, DISTRIBUTORS AND LICENSEES FOR 17 OF THE PAVILION PARTICIPANTS. UNFORTUNATELY, BECAUSE OF MIS-ADDRESSED MAIL, SOME POSTS MAY HAVE ONLY RECENTLY RECEIVED REF 2.

ACTION

3. POSTS REQUESTED ADVISE PAS OF ANY FIRMS HAVING EXPRESSED AN INTEREST IN DISCUSSING AGENT/DISTRIBUTION/ LICENSING VENTURES WITH THE 17 NTM EXHIBITORS LISTED IN THE "REPPIND"BOOKLET.

4. IN ORDER TO EVALUATE THE EFFECTIVENESS OF THE MARKETING CAMPAIGN, WE WOULD APPRECIATE KNOWING THE EXTENT OF YOUR EFFORTS TO PROMOTE PAS, SUCH AS ANNOUNCEMENT IN COMMERCIAL NEWSLETTER, PERSONAL (BLUE RIBBON) AND PHONE CALLS.

5. FOR BEIRUT, BELGRADE, CAIRO, JIDDA, RABAT, TEHRAN, TEL AVIV: WE DO NOT KNOW IF ANNOUNCEMENT MAILING RECEIVED IN YOUR COUNTRY AS WE HAVE NOT REPEAT NOT RECEIVED ANY RESPONSE CARDS FROM FIRMS. PLEASE VERIFY THAT FIRMS AWARE OF US PAVILION AND EXTEND INVITATION TO KEY EXECUTIVES THAT THEY ATTEND, POINTING OUT DIVERSITY OF UNCLASSIFIED

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PRODUCTS BEING OFFERED AND BUSINESS OPPORTUNITIES. REQUEST YOU ADVISE US OF ANY FIRMS INTERESTED IN VISITING SPECIFIC PARTICIPANTS IN US PAVILION.

6. POSTS ASSISTANCE AND SUPPORT GREATLY APPRECIATED FOR THIS MAJOR TRADE FAIR.
RUSH

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NNN

Message Attributes

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